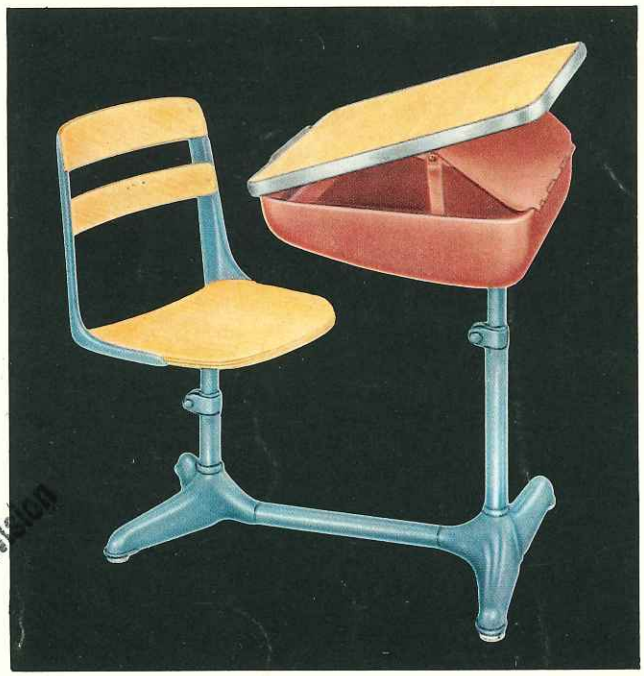
New, functionally designed Coloramic UNIVERSALS®

UNIVERSAL "10-20" Desk No. 536 with Amerex® metal-and-plastic top — the *only* top adjustable to *three* positions: 20°, 10°, and level. Fore-and-aft seat adjustment. Seat swivels 45° either way. Book-box, seat, adjustable in height.



UNIVERSAL Lifting-Lid Desk No. 534. Amerex® metal-and-plastic top provides large work surface at 10° slope, or level; lifts for full access to roomy, one-piece book-box. Swivel seat and height adjustments like those of No. 536.

U. S. Patent Office
NOV 5 1956
Design Division

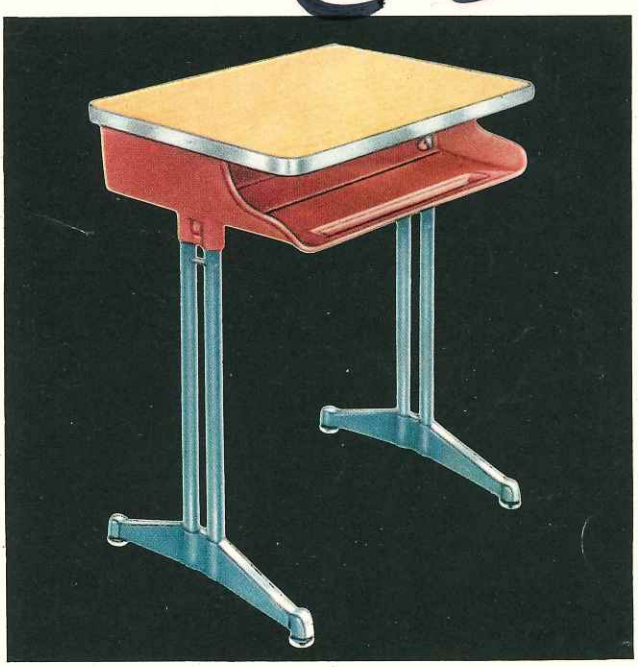
Now, an even wider choice for you in American Seating functional furniture!

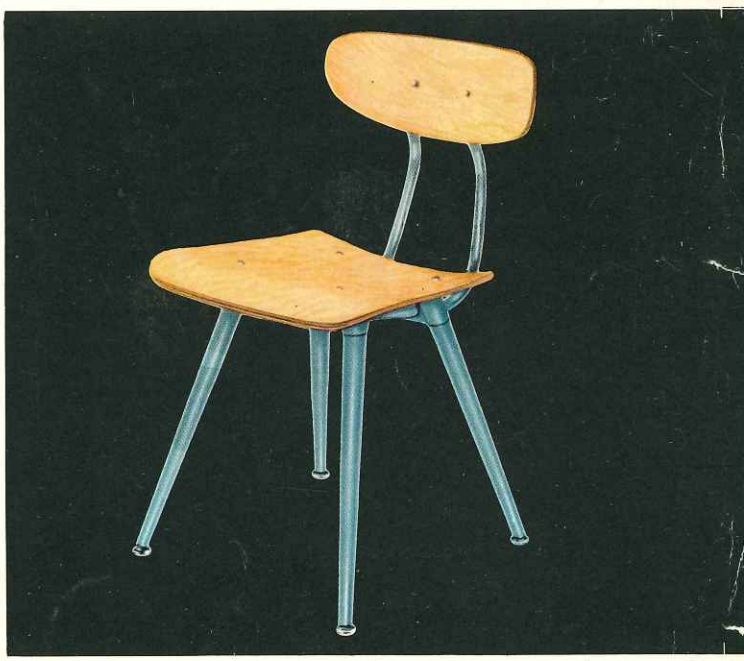
When you choose American Seating, you select from the most complete line in the industry — you find what you want quicker; choosing is easier! *All* American Seating school furniture is functionally designed, attractively styled; offers you *more* value per dollar. Call in an American Seating man — today!

AMERICAN SEATING

Grand Rapids 2, Michigan
WORLD'S LEADER IN PUBLIC SEATING

C.2





New, functionally designed Coloramic CLASSMATES*

CLASSMATE Unit Table No. 549. Amerex plastic top, visible-storage book-box with natural corner entry. Height adjustable in 1" increments. Silicone-floating glides self-level to uneven floors. Aluminum scuff-strips on feet.

CLASSMATE No. 540 Chair. Deep-curved back tilts to fit all occupants. Compound-curved seat adds postural comfort. Tapered legs; ball-joint, rubber-cushioned glides. *Nine heights,* for kindergarten through college.

*Trade-mark of American Seating Company

Form No. 6410B—74M—661

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NOV 5 1956
Design Division

AMERICAN SEATING

Box C-2

U. S. Patent Office
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More schools buy American Seating furniture than any other make. Consequently, each year, more and more students are benefiting from the comfort and proper posture of American Seating furniture.

Turn the page and see why.....

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Design Divisi

"Coloramic" CLASSMATES and other American Seating lines are available in attractive Diploma Blue and Classday Coral—

Presenting the American Seating family of

The kind of school furniture you select not only influences student performance and teaching effectiveness in your school system. It is a reflection of your good judgment in choosing it.

You have the satisfaction of *knowing* you are getting the best when you choose from American Seating's fine family of functionally designed and ruggedly built school furniture . . . whether you decide on the "Coloramic" CLASSMATE,* UNIVERSAL,® or ENVOY® lines—or BODIFORM® Auditorium Chairs, Chapel Furniture, Stadium Seating, or Folding Chairs.

The reason: American Seating offers more *use-values* in every line and every price bracket . . . for longer service, lower maintenance cost. That's why more schools buy American Seating furniture

P. 2

colors which have been decorator-tested to harmonize with all school color schemes, including all the popular pastel shades.

fine school furniture

than any other make or type . . . why American Seating is the undisputed leader in the school-furniture field.

Call your nearby American Seating representative for a demonstration of American Seating furniture. Or write us telling of your new school- or church-building plans. We'll do the rest.

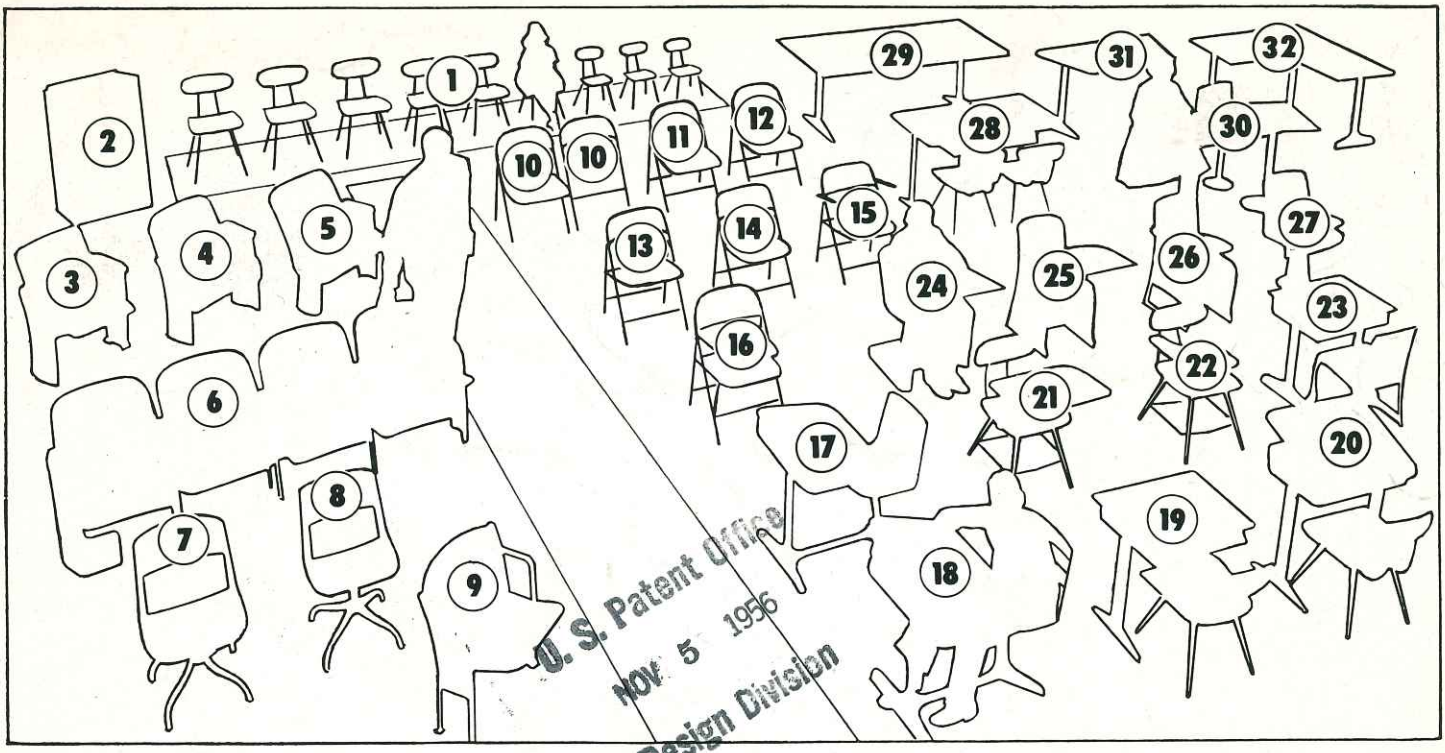
**Trade-mark of American Seating Company*

AMERICAN SEATING

GRAND RAPIDS 2, MICHIGAN
WORLD'S LEADER IN PUBLIC SEATING

Branch Offices and Distributors in Principal Cities.
Mfrs. of School, Auditorium, Stadium, Church, Theatre, Transportation Seating, and Folding Chairs.

p. 3

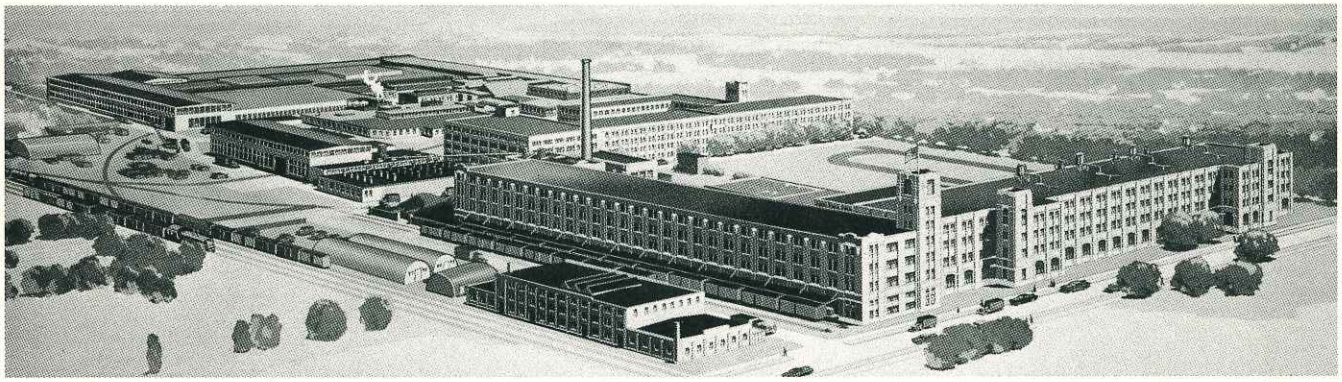


U. S. Patent Office
NOV 5 1956
Design Division

1 CLASSMATE* Chairs, No. 540. Nine heights: 10 to 18 inches.
2 Speaker's Stand, No. 10026.
3 Plywood Auditorium Chair, No. 11-157; available with folding writing shelf.
4 BODIFORM® Auditorium Chair, No. 16-001.
5 BODIFORM Auditorium Chair, No. 16-040.
6 BODIFORM Auditorium Chairs, No. 16-001; with or without tablet-arm.
7 Teacher's Chair, No. 498.
8 Teacher's Chair, No. 484.
9 Stadium Chair, No. 93 (floor-type).
10 Folding Chairs (independent-fold seats), No. 80.
11 Folding Chair (deep-spring seat), No. 60.
12 Folding Chair (deep-spring seat), No. 70.
13 Folding Chair (upholstered back and seat), No. 57.
14 Folding Chair (birch seat), No. 54.
15 All-Steel Folding Chair, with arm-rests, No. 63.
16 Folding Chair with tablet-arm, No. 53.
17 †UNIVERSAL® Lifting-Lid Desk, No. 534.
18 †UNIVERSAL "Ten-Twenty" Desk, No. 536.
19 †CLASSMATE Unit Table, No. 549 (with No. 540 Chair).
20 †CLASSMATE 10°-20° Unit Table, No. 548 (with No. 540 Chair).
21 †CLASSMATE Desk, No. 542.
22 ‡CLASSMATE Tablet-Arm Chair, No. 543.
23 ‡Unit Table, No. 329 (with ENVOY® Chair No. 368).
24 ‡High School and College Desk, No. 445.
25 ‡ENVOY Desk, No. 352.
26 ‡ENVOY Tablet-Arm Chair, No. 380.
27 ‡Pedestal Chair, No. 472.
28 †CLASSMATE Two-Pupil Table, No. 140 (with No. 540 Chairs).
29 †CLASSMATE Large-Size Table, No. 140.
30 Pedestal Table (with No. 406 Pedestal Chairs).
31 Trapezoidal Table, No. 116.
32 L-Shaped Table, No. 115.

*Trade-mark of American Seating Company.
†Shown with AMEREX® steel-frame plastic top.
‡With AMEREX plastic top or tablet-arm.

American Seating manufacturing and research facilities are the most complete in the industry



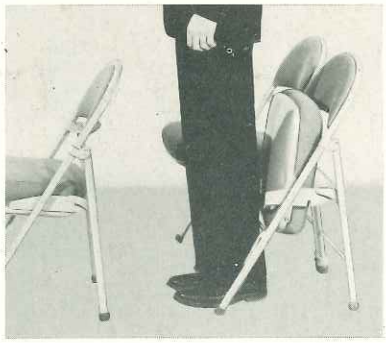
American Seating has the largest plant facilities in the industry, with the most modern, advanced manufacturing, research, testing, and quality control—and more than 70 years' manufacturing experience. For you, this means greater furniture durability, and service far beyond anticipated stress and wear.

FORM 6427—200M—666 PRINTED IN U.S.A.

NEW AMERICAN SEATING FOLDING CHAIR INCREASES SEATING CAPACITY 30%

Offers space-saving design, luxurious comfort

No. 80 Folding Chair with independent-fold, upholstered, spring-arch seat. Chair offers unequalled comfort, durability; rugged, steel-frame construction. Parts are Bonderized metal.



Independent fold is a new feature that permits 30-inch back-to-back spacing, increasing seating capacity almost one-third.

Increase auditorium and meeting-room seating capacity by almost one-third with American Seating's new folding chair . . . the No. 80.

Seat folds independently of the chair for back-to-back spacing of only 30 inches . . . nine inches less than needed for conventional folding chairs.

Body-contour styling and spring-arch construction insure luxurious comfort. Chairs are free of binding, pinching, and snagging hazards; are silent in use. A handle installed between coupled chairs permits balanced carrying, and easy folding for quick storage. Available in several frame and upholstery colors and materials. Back panels come plain, or full-upholstered.

Chairs are clamped together in units of two for fast, easy storage or seating arrangement.

U.S. Patent Office
NOV 5 1956
Design Div.

NOW . . . FOLDING CHAIRS WITH ARM-REST COMFORT!

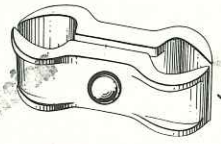
No. 63

No. 70

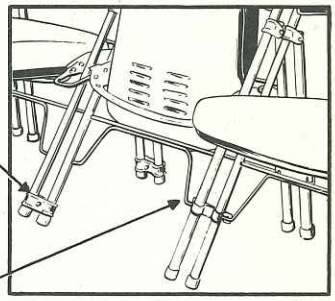
FOUR POPULAR SEAT STYLES

No. 63 — has shaped steel seat.
No. 64 — has formed birch seat.
No. 66 — seat is upholstered in high-quality vinyl-plastic material of unusual beauty and durability; choice of 5 colors.
No. 70 — full-upholstered, with arm-rests, padded back. Has wide, deep-spring seat, upholstered in a large selection of materials, including Dupont Fabrilite, in choice of 7 colors.
No. 71 — same as No. 70, but without padded back.

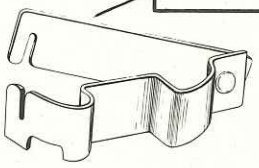
Beautifully styled, American Seating Folding Chairs combine comfort with safety, durability, and convenience. All models can be furnished with arm-rests, which fold automatically as the chair is folded.



No. 12264 Cast-Iron Clamp—used to connect all American Seating Folding Chairs, 20 inches on center.



No. 19479 Latch Clamp—used to connect all American Seating Folding Chairs, where speed in setting them up is a necessity; 20 inches on center.



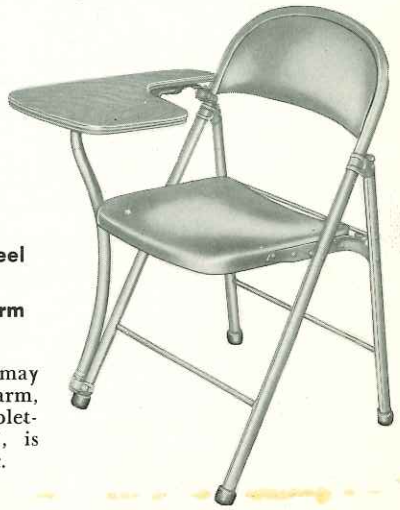
TABLET-ARM ATTACHMENT

(No. 19570)

Available for No. 53 All-Steel Folding Chair

No. 53 Chair with Tablet-Arm attached

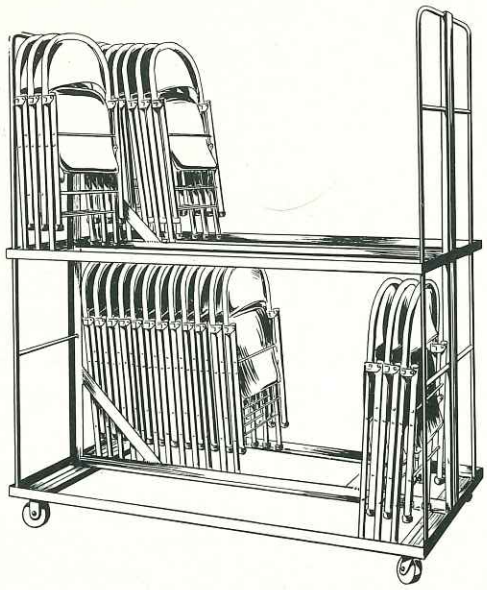
No. 53 Folding Chair (only) may also be had with a tablet-arm, which is folded manually. Tablet-arm measures 12¾" x 21⅞", is available in plywood or plastic.



SEE OTHER SIDE FOR COMPLETE NEW LINE OF STORAGE TRUCKS

STORAGE TRUCKS FOR FOLDING CHAIRS

A complete line, with new dimensions

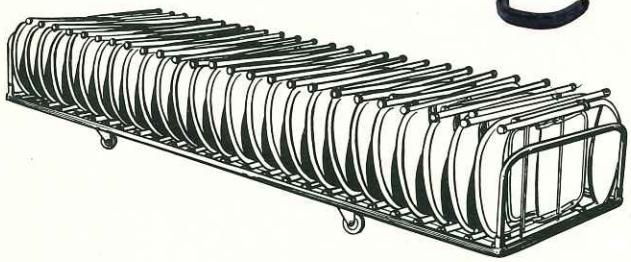


Double-Tier Truck No. 2

Two fixed wheels and two swivel casters; rubber-tired. Capacity: 100 Series 50 chairs, or 40 deep-spring chairs without arm-rests. Dimensions: 38¼" wide, 67" long, 81¼" high when loaded. Net weight: 180 lbs.

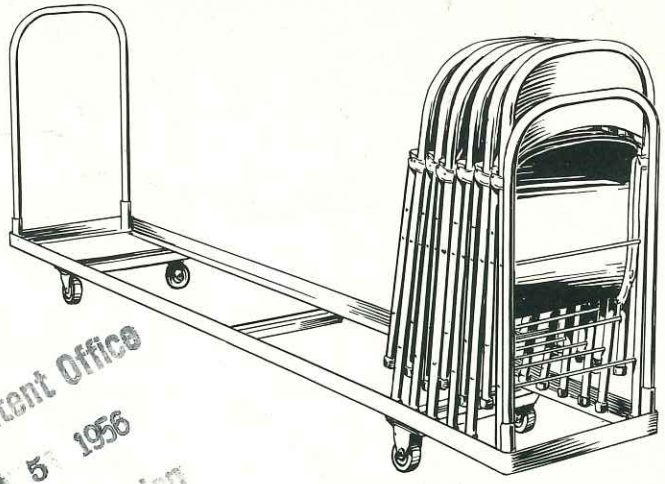
Double-Tier Truck No. 15 (not shown)

Same as No. 2, except wider. Capacity: 64 Series 50 chairs with arm-rests, or 40 deep-spring chairs with arm-rests. Dimensions: 41¼" wide, 67" long, 81¼" high when loaded. Net weight: 185 lbs.



Understage Truck No. 14

Two fixed wheels, two swivel casters; rubber-tired. Capacity: 52 Series 50 chairs without arm-rests, or 21 deep-spring chairs without arm-rests. Dimensions: 38" wide, 132½" long, 23¾" high when loaded. Net weight: 130 lbs.



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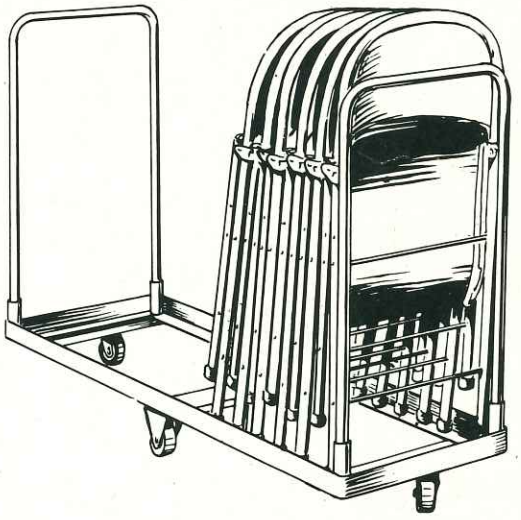
NOV 5 1956
Design Division

Truck No. 11

Two fixed wheels and two swivel casters; rubber-tired. Removable tubular end handles. Capacity: 38 Series 50 chairs without arm-rests, or 24 with arm-rests; or 16 deep-spring chairs with or without arm-rests. Dimensions: 100" x 19¼" x 41" high when loaded. Net weight: 44 lbs.



Truck No. 10

Two fixed wheels in center and one swivel caster on each end; rubber-tired. Removable tubular end handles. Capacity: 20 Series 50 chairs without arm-rests, or 13 with arm-rests; or 8 deep-spring chairs with or without arm-rests. Dimensions: 19¼" wide, 56" long, 41⅜" high when loaded. Net weight: 28 lbs.

NOTE: For full details on capacities, including independent-fold and tablet-arm chairs, write us.

AMERICAN SEATING

GRAND RAPIDS 2, MICHIGAN

WORLD'S LEADER IN PUBLIC SEATING

Branch Offices and Distributors in Principal Cities. Manufacturers of Folding Chairs; School, Auditorium, Theatre, Church, Transportation, and Stadium Seating.

SEE OTHER SIDE FOR ADDED CHAIR STYLES, NEW CLAMPS

Form 6417-10M-663

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